



Attorney Docket No. 56704.000109  
Attorney Customer No. 27682

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
Matthew K. GRACIE	)	Group Art Unit: 3623
	)	
Application Number: 10/735,018	)	Examiner: C. Tarae
	)	
Filed December 12, 2003	)	
For: <b>SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM</b>		

**RESPONSE TRANSMITTAL LETTER**

**MAIL STOP RCE**  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed is a Supplemental Amendment and Response following the June 29, 2006 filing of a Request for Continued Examination in connection with the above-identified patent application.

- ☐ A petition for a One-Month Extension of Time is also enclosed.
- ☐ A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- ☒ No additional claim fee is required.
- ☐ An additional claim fee is required, and is calculated as shown below:

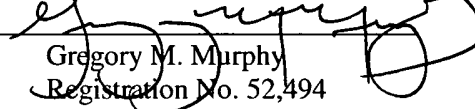
CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	53	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					<b>\$0</b>

- ☐ Charge \$\_\_\_\_\_ to Deposit Account No. 08-3436 for the fee due.
- ☐ Check No. \_\_\_\_\_ in the amount of \$0 is enclosed for the fee due.
- ☒ A Certificate of Mailing Under 37 C.F.R. §1.8.
- ☒ Self-addressed stamped postcard.
- ☒ The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: September 20, 2006

Respectfully submitted,

**HUNTON & WILLIAMS LLP**  
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1FW

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For: **SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM**

**CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8**

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

**Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

on: September 20, 2006

Date

Gail W. O'Brien

*Typed or Printed Name of Person Signing Certificate*



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Documents being submitted with this Certification of Mailing under 1.8 are:

- Transmittal Letter for Supplemental Amendment following the June 29, 2006 Filing of Request for Continued Examination
- Supplemental Amendment following the June 29, 2006 Filing of Request for Continued Examination
- Self-Addressed Stamped Return Postcard

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Under US Patent Application of:

Matthew K. GRACIE

Serial No.: 10/735,018

Filing Date: December 12, 2003

Title: SYSTEM AND METHOD FOR  
CONDUCTING AN OPTIMIZED  
CUSTOMER IDENTIFICATION  
PROGRAM

Confirmation No.: 2322

Group Art Unit: 3623

Examiner: C. Michelle Tarae

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## SUPPLEMENTAL AMENDMENT

Dear Sir:

Applicants respectfully request entry of the instant Supplemental Amendment and Response, following the June 29, 2006 filing of a Request for Continued Examination.

Applicants request reconsideration of the above-identified application in light of the amendments herein as follows:

**AMENDMENTS TO THE CLAIMS** begin on Page 2.

**REMARKS** begin on Page 16.